



Special Promotional Programs

Special Promotional Programs



Description

Special Promotional Programs are intended to advance the City's economy by promoting the City of San Diego as a visitor destination in the national and international marketplace. The Department also supports programs that increase hotel occupancy and attract industry resulting in the generation of Transient Occupancy Tax (TOT) and other revenue; develops, maintains, and enhances visitor-related facilities, and supports the City's cultural amenities and natural attractions.

Special Promotional Programs

Department Summary

Special Promotional Programs				
	FY 2007 BUDGET	FY 2008 BUDGET	FY 2009 FINAL	FY 2008-2009 CHANGE
Positions	7.00	7.00	10.00	3.00
Personnel Expense	\$ 695,055	\$ 736,856	\$ 1,059,932	\$ 323,076
Non-Personnel Expense	\$ 70,397,499	\$ 76,816,992	\$ 89,029,911	\$ 12,212,919
TOTAL	\$ 71,092,554	\$ 77,553,848	\$ 90,089,843	\$ 12,535,995

Department Staffing

	FY 2007 BUDGET	FY 2008 BUDGET	FY 2009 FINAL
TRANSIENT OCCUPANCY TAX FUND			
Commission for Arts and Culture			
Administration	2.10	2.10	2.10
Allocations and Training	2.90	2.90	2.90
Public Art	2.00	2.00	2.00
Total	7.00	7.00	7.00
Special Events			
Special Events	0.00	0.00	3.00
Total	0.00	0.00	3.00
DEPARTMENT TOTAL	7.00	7.00	10.00

Department Expenditures

	FY 2007 BUDGET	FY 2008 BUDGET	FY 2009 FINAL
TRANSIENT OCCUPANCY TAX FUND			
Commission for Arts and Culture			
Administration	\$ 332,702	\$ 329,677	\$ 362,622
Allocations and Training	\$ 311,382	\$ 328,032	\$ 335,550
Commission for Arts and Culture	\$ 3,115	\$ 16,720	\$ -
Public Art	\$ 224,194	\$ 234,969	\$ 241,314
Special Initiatives	\$ 6,369	\$ 6,369	\$ 6,369
Total	\$ 877,762	\$ 915,767	\$ 945,855
Arts, Culture and Community Festivals			
Creative Communities San Diego	\$ 498,015	\$ 645,118	\$ 645,118
Organizational Support	\$ 6,449,181	\$ 6,449,183	\$ 6,449,183
Public Art Fund	\$ 30,000	\$ 30,000	\$ 30,000
Total	\$ 6,977,196	\$ 7,124,301	\$ 7,124,301

Special Promotional Programs

Department Expenditures

	FY 2007 BUDGET	FY 2008 BUDGET	FY 2009 FINAL
TRANSIENT OCCUPANCY TAX FUND			
Capital Improvements			
Capital Improvements	\$ 44,178,511	\$ 39,178,337	\$ 43,658,513
Total	\$ 44,178,511	\$ 39,178,337	\$ 43,658,513
Economic Development			
Citywide Economic Development	\$ 12,093,567	\$ 11,654,470	\$ 1,084,769
Economic Development and Tourism Support	\$ 590,542	\$ 718,187	\$ 718,187
Total	\$ 12,684,109	\$ 12,372,657	\$ 1,802,956
Major Events			
Major Events	\$ -	\$ 38,462	\$ 21,014
Total	\$ -	\$ 38,462	\$ 21,014
Safety & Maint of Visitor-Related Fac.			
Safety and Maint of Visitor Facilities	\$ 6,374,976	\$ 17,924,324	\$ 35,891,353
Total	\$ 6,374,976	\$ 17,924,324	\$ 35,891,353
Special Events			
Special Events	\$ -	\$ -	\$ 645,851
Total	\$ -	\$ -	\$ 645,851
DEPARTMENT TOTAL	\$ 71,092,554	\$ 77,553,848	\$ 90,089,843

Significant Budget Adjustments

TRANSIENT OCCUPANCY TAX FUND

Commission for Arts and Culture	Positions	Cost	Revenue
Salary and Benefit Adjustments	0.00 \$	(6,667) \$	0
Adjustments to reflect the annualization of the Fiscal Year 2008 negotiated salary compensation schedule, changes to average salaries, retirement contributions, retiree health contributions, and other benefit compensation.			
Support for Information Technology	0.00 \$	31,202 \$	0
Funding allocated according to a zero-based annual review of information technology funding requirements and priority analyses.			

Special Promotional Programs

Significant Budget Adjustments

TRANSIENT OCCUPANCY TAX FUND

Commission for Arts and Culture	Positions	Cost	Revenue
Non-Discretionary Adjustments to expense allocations that are determined outside of the Department's direct control. These adjustments are generally based on prior year expenditure trends and examples of these include utilities, insurance, and rent.	0.00 \$	3,077 \$	0
Revised Revenue Adjustment to reflect Fiscal Year 2009 revenue projections.	0.00 \$	2,476 \$	(112,997)
Capital Improvements	Positions	Cost	Revenue
Support for Capital Improvements Annual adjustment in support of debt service payments to Balboa Park/Mission Bay Park Improvements, Convention Center Complex, PETCO Park, and Trolley Extension Reserve. Includes a transfer to Convention Center for a one-time \$5.9 million expense. Increase in revenue is associated with revenue projections for Transient Occupancy Tax (TOT).	0.00 \$	4,480,176 \$	6,213,268
Revised Revenue Adjustment to reflect Fiscal Year 2009 revenue projections.	0.00 \$	0 \$	(1,264,276)
PETCO Park Debt Service Relief from the Redevelopment Agency Partial relief for the repayment of Petco Park Bond debt service for Fiscal Year 2009.	0.00 \$	0 \$	7,500,000
Economic Development	Positions	Cost	Revenue
Support for Economic Development Increase in support for administrative costs of Business Expansion Attraction and Retention (BEAR) Team.	0.00 \$	20,000 \$	0
Tourism Marketing District (TMD) Appropriation Reductions Reduction of Fiscal Year 2009 appropriations to programs benefitting from the formation of Tourism Marketing District (TMD).	0.00 \$	(10,589,701) \$	0
Major Events	Positions	Cost	Revenue
Revised Revenue Adjustment to reflect Fiscal Year 2009 revenue projections.	0.00 \$	(17,448) \$	0

Special Promotional Programs

Significant Budget Adjustments

TRANSIENT OCCUPANCY TAX FUND

Safety & Maint of Visitor-Related Fac.	Positions	Cost	Revenue
Support for Safety and Maintenance of Visitor-Related Facilities Adjustment for various programs and reimbursement to the General Fund for expenditures relating to the safety and maintenance of visitor-related activities.	0.00 \$	7,880,846 \$	0
Adjustments to Safety and Maintenance of Visitor-Related Facilities Increase in funds to be transferred from Special Promotional Programs to the General Fund. This adjustment maximizes the amount of the discretionary one-cent of Transient Occupancy Tax (TOT) support to the General Fund.	0.00 \$	5,678,679 \$	0
Adjustment to Safety and Maintenance of Visitor-Related Facilities Adjustment to Qualcomm Fund allocation including \$3.52 million for revenue that was previously budgeted in the Qualcomm Fund and has since been budgeted in the General Fund. Adjustment includes funding increase for Americans with Disabilities Act (ADA) mandated costs.	0.00 \$	4,407,504 \$	0
Special Events	Positions	Cost	Revenue
Transfer of Department to Transient Occupancy Tax (TOT) Fund Transfer of Special Events Department and all associated expenses from the General Fund to Special Promotional Programs in the TOT Fund.	3.00 \$	492,589 \$	287,000
Support for Information Technology Funding allocated according to a zero-based annual review of information technology funding requirements and priority analyses.	0.00 \$	97,176 \$	0
Moving Cost Adjustment and Expense Reinstatement Reinstatement of support for regulatory and permit review processes, and a one-time allocation for staff relocation.	0.00 \$	50,000 \$	0
Non-Discretionary Adjustments to expense allocations that are determined outside of the Department's direct control. These adjustments are generally based on prior year expenditure trends and examples of these include utilities, insurance, and rent.	0.00 \$	4,637 \$	0
Revised Revenue Adjustment to reflect Fiscal Year 2009 revenue projections.	0.00 \$	1,449 \$	(87,000)

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2007 BUDGET	FY 2008 BUDGET	FY 2009 FINAL
ARTS, CULTURE, AND COMMUNITY FESTIVALS				
CREATIVE COMMUNITIES SAN DIEGO				
1	Access/Semana Cultural Michoacana	\$ -	\$ 1,004	\$ 1,646
2	Adams Avenue Business Association/Adams Avenue Street Fair	\$ 8,502	\$ 28,015	\$ 21,219
3	America's Finest City Dixieland Jazz Society/San Diego Dixieland Jazz Festival	\$ 17,119	\$ 15,389	\$ 18,673
4	Asian Story Theatre/Ring of Fire	\$ 3,987	\$ 4,344	\$ 4,392
5	Azalea Park Neighborhood Association/Ceramic Art Installation	\$ 3,183	\$	\$ -
6	Black Story Tellers of San Diego/Talk datTalk Storytelling Festival	\$ -	\$	\$ 3,238
7	Bon Temps Social Club of San Diego/Gator By the Sea	\$ 24,690	\$ 24,745	\$ 21,219
8	Cabrillo Festival, Inc./Annual Cabrillo Festival	\$ 3,609	\$ 3,303	\$ 3,953
9	Centre City Development Corporation/Downtown San Diego Multi-Cultural Festival	\$ 8,557	\$ 3,620	\$ 4,392
10	Christian Community Theatre/After School Theatre Classes & Productions for Youth	\$ 21,370	\$	\$ -
11	Coalition of Neighborhood Councils/Arts in Action	\$ -	\$ 4,590	\$ -
12	College Area Economic Development Corporation/Boulevard BOO! Parade & Carnival	\$ 4,977	\$ 3,318	\$ 3,953
13	Common Ground Theatre/The Josephine Baker Project	\$ 16,153	\$	\$
14	Cygnat Theatre/The Cycle Plays with Black Assemble Theatre	\$ 5,273	\$	\$ -
15	Discover Pacific Beach/Pacific BeachFest	\$ 19,259	\$ 16,986	\$ 13,102
16	Encanto Community Fund/Encanto Street Fair and Cultural Arts Festival	\$ -	\$ 15,109	\$ 9,004
17	Fire Fighters Advisory Council to the Burn Institute/Fire Expo	\$ 21,370	\$ 19,513	\$ 19,946
18	Gaslamp Quarter Association/Fine Arts Festival	\$ 8,502	\$ 14,480	\$ 18,673
19	Hillcrest Business Improvement Association/City Fest	\$ 3,938	\$ 7,826	\$ 10,674
20	Historic Old Town Community Foundation/Fiesta Cinco de Mayo	\$ 30,183	\$ 28,015	\$ 15,473
21	Jacobs Center/Market Creek Series	\$ -	\$ 16,211	\$ 13,177
22	Justice Overcoming Boundaries (JOB)/Fiesta Del Sol	\$ -	\$ 7,376	\$ 16,269
23	Kalusugan Community Services/Filipino Heritage Festival	\$ -	\$ 4,992	\$ 7,390
24	Kiwanis Club of Tierrasanta/Tierrasanta Oktoberfest	\$ 946	\$ 1,869	\$ 1,690
25	Linda Vista Multi-Cultural Fair, Inc./Linda Vista Multi-Cultural Fair and Parade	\$ 7,848	\$ 6,261	\$ 4,457
26	Little Italy Association/Little Italy Fiesta	\$ -	\$ 16,475	\$ 17,370
27	Los Bilingual Writers/Bilingual Literary Project	\$ 4,977	\$ 4,590	\$ 4,692
28	Mo' Olelo Performing Arts/My-Home Production of Play and Outreach Program	\$ 14,312	\$ 13,180	\$ -
29	New Americans Immigration Museum/Becoming American	\$ -	\$ 4,085	\$ 2,865
30	North Park Main Street Association/North Park Spring Festival	\$ 11,005	\$ 9,226	\$ 6,569
31	Nu-Way BHILD/Heritage Day Festival	\$ -	\$ 3,009	\$ -
32	Ocean Beach Main Street Association/Ocean Beach Street Fair & Chili Cook-Off Festival	\$ 10,970	\$ 10,887	\$ 10,220
33	Pacific Southwest Wildlife Arts, Inc./California Open Wildlife Festival	\$ 9,982	\$ 7,168	\$ 8,741
34	Pic Arts/Creative Arts Series at College Rolando Library	\$ 2,410	\$ -	\$ 2,560
35	Point Loma Association/Point Loma Concert Series	\$ 6,183	\$ 6,277	\$ 6,446
36	Rancho Peñasquitos Town Council, Inc./Fiesta de los Peñasquitos	\$ 4,645	\$ 4,361	\$ 4,317
37	Rolando Community Council/Rolando Street Fair	\$ 2,430	\$ 2,013	\$ 1,683
38	Salvation Army/Joan B. Kroc Center/Kroc Kids Theatre	\$ 3,190	\$ 3,901	\$ 6,104
39	San Diego Afterschool Strings Program/Gompers After School Strings Program	\$ 7,029	\$ 3,439	\$ 4,266

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2007 BUDGET	FY 2008 BUDGET	FY 2009 FINAL
ARTS, CULTURE, AND COMMUNITY FESTIVALS				
CREATIVE COMMUNITIES SAN DIEGO				
40	San Diego Armed Services YMCA/North San Diego Bay July Fourth	\$ 21,370	\$ 19,513	\$ 19,946
41	San Diego Asian Film Foundation/San Diego Asian Film Festival	\$ 17,119	\$ 12,670	\$ 17,470
42	San Diego Chinese Center/Chinese New Year Food and Cultural Faire	\$ 7,792	\$ 6,506	\$ 7,742
43	San Diego City College Foundation/San Diego City College International Book Fair	\$ -	\$ 4,590	\$ 7,487
44	San Diego Dance Alliance/Nations of San Diego International Dance Festival	\$ 7,503	\$	\$ -
45	San Diego Earthworks/EarthFair	\$ 16,364	\$ 16,393	\$ 13,880
46	San Diego Film Foundation/San Diego Film Festival	\$ 20,367	\$ 13,395	\$ 19,946
47	San Diego Fleet Week Foundation/San Diego Fleet Week	\$ 8,608	\$ 7,783	\$ -
48	San Diego North, Chamber of Commerce/RB Alive! 2008 Expo	\$ 6,222	\$ 4,859	\$ 2,723
49	San Diego Performing Arts League	\$ -	\$	\$ 17,399
50	San Diego Shakespeare Society/SD Student Shakespeare Festival	\$ -	\$ 3,620	\$ 3,553
51	San Diego State University Foundation/Border Voices Poetry Project: Border Voices Poetry Fair	\$ 5,350	\$ 5,430	\$ 6,589
52	San Diego Women Film Foundation	\$ -	\$	\$ 4,692
53	San Diego Youth and Community Services/Celebrate Community Art	\$ 6,451	\$ 4,684	\$ 3,888
54	Teye Sa Thiosanne African Drum and Dance Company/Children Having Children	\$ -	\$ 10,098	\$ 4,392
55	Torrey Pines Kiwanis Foundation/La Jolla Festival of the Arts and Food Faire	\$ 21,370	\$ 10,098	\$ 7,038
SUBTOTAL CREATIVE COMMUNITIES SAN DIEGO		\$ 425,115	\$ 435,216	\$ 425,118
ORGANIZATIONAL SUPPORT				
56	Actors Alliance of San Diego	\$ 13,604	\$ 10,971	\$ 10,566
57	Aja	\$ 12,494	\$ 13,637	\$ 26,030
58	Athenaeum Music and Arts Library	\$ 106,228	\$ 106,578	\$ 96,108
59	California Ballet Association/Company	\$ 97,651	\$ 91,143	\$ 93,797
60	Camarada, Inc.	\$ 10,883	\$ 9,258	\$ 8,802
61	Center for World Music	\$ 14,440	\$ -	\$ 14,228
62	Centro Cultural de la Raza	\$ 16,611	\$ 25,618	\$ 15,536
63	Children's Museum of San Diego/Museo de los Niños de San Diego	\$ 29,827	\$	\$ -
64	City Ballet, Inc.	\$ 45,855	\$ 54,517	\$ 51,832
65	Civic Youth Orchestra, Inc.	\$ 13,456	\$	\$ -
66	Classics for Kids	\$ 21,853	\$ 27,848	\$ 30,571
67	Common Ground Theatre	\$ -	\$ 5,657	\$ 12,751
68	Culture Shock Dance Troupe	\$ 12,917	\$ 16,910	\$ -
69	Cygnnet Theater	\$ -	\$ 34,704	\$ 54,949
70	Diversionsary Theatre	\$ 29,547	\$ 45,955	\$ 57,802
71	Eveoke Dance Theatre	\$ 39,320	\$ 39,958	\$ 31,315
72	Fern Street Community Arts, Inc.	\$ 29,673	\$ 28,377	\$ 17,890
73	Fritz Theatre	\$ 4,104	\$ -	\$ 2,589
74	Gaslamp Quarter Historical Foundation	\$ 27,912	\$ 44,869	\$ 54,293
75	Gay Men's Chorus of San Diego	\$ 9,266	\$ 13,258	\$ 13,888
76	Icarus Puppet Company	\$ 9,973	\$ 7,234	\$ -

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2007 BUDGET	FY 2008 BUDGET	FY 2009 FINAL
ARTS, CULTURE, AND COMMUNITY FESTIVALS				
ORGANIZATIONAL SUPPORT				
77	Installation Gallery	\$ 44,765	\$ -	\$ -
78	Japanese Friendship Garden Society, San Diego	\$ 57,422	\$ 52,955	\$ 55,247
79	Jean Isaac's San Diego Dance Theater	\$ 25,535	\$ 29,417	\$ 26,543
80	La Jolla Music Society	\$ 191,378	\$ 194,496	\$ 204,633
81	La Jolla Playhouse	\$ 382,303	\$ 388,187	\$ 389,871
82	La Jolla Symphony and Chorus	\$ 25,983	\$ 27,826	\$ 30,877
83	Lower Left	\$ 7,158	\$ -	\$ -
84	Lyric Opera San Diego	\$ 53,491	\$ 83,181	\$ 113,411
85	Mainly Mozart Festival, Inc.	\$ 98,482	\$ 114,079	\$ 95,422
86	Malashock Dance and Company	\$ 26,988	\$ 30,485	\$ 48,200
87	Maritime Museum Association of San Diego	\$ 235,171	\$ 249,667	\$ 224,584
88	Media Arts San Diego	\$ 51,468	\$ 52,638	\$ 52,905
89	Mingei International Museum	\$ 160,185	\$ 184,779	\$ 175,343
90	Mo'olelo Performing Arts	\$ -	\$ -	\$ 17,892
91	Museum of Contemporary Arts, San Diego	\$ 307,456	\$ 315,102	\$ 318,506
92	Museum of Photographic Arts	\$ 134,807	\$ 124,600	\$ 120,584
93	New Works/Vantage Theatre	\$ 5,272	\$ 3,531	\$ 3,607
94	PASACAT	\$ 11,932	\$ -	\$ -
95	Patricia Rincon Dance Collective	\$ 27,510	\$ 32,220	\$ 27,013
96	Persian Cultural Center	\$ 31,922	\$ -	\$ 29,152
97	Playwrights Project	\$ 28,400	\$ 31,343	\$ 39,088
98	Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation	\$ 300,340	\$ 297,335	\$ 297,185
99	Samahan Filipino American Performing Arts and Education Center	\$ 11,185	\$ 10,406	\$ 9,541
100	San Diego Aerospace Museum, Inc.	\$ 126,317	\$ -	\$ 101,621
101	San Diego Archaeological Center	\$ 29,485	\$ 30,075	\$ 31,722
102	San Diego Art Institute	\$ 46,956	\$ 45,736	\$ 45,647
103	San Diego Automotive Museum	\$ 43,061	\$ 45,610	\$ -
104	San Diego Ballet	\$ 32,632	\$ 31,120	\$ 29,777
105	San Diego Book Art	\$ 3,403	\$ -	\$ -
106	San Diego Center for Jewish Culture	\$ 97,594	\$ 103,977	\$ 115,876
107	San Diego Chamber Orchestra	\$ 84,608	\$ 87,691	\$ 69,819
108	San Diego Children's Choir	\$ 24,314	\$ 22,681	\$ 25,000
109	San Diego Chinese Historical Society and Museum	\$ 17,160	\$ 17,196	\$ 16,660
110	San Diego Civic Light Opera	\$ 48,935	\$ -	\$ -
111	San Diego Civic Youth Ballet	\$ 13,976	\$ 18,095	\$ 17,824
112	San Diego Early Music Society	\$ 8,700	\$ 9,472	\$ 10,187
113	San Diego Guild of Puppetry	\$ 5,186	\$ 6,793	\$ 8,383
114	San Diego Historical Society	\$ 94,556	\$ 97,689	\$ 110,186
115	San Diego Junior Theatre	\$ 107,674	\$ 107,728	\$ 101,544
116	San Diego Master Chorale	\$ 18,741	\$ 19,685	\$ 14,444
117	San Diego Men's Chorus	\$ 7,213	\$ 11,136	\$ 12,855

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2007 BUDGET	FY 2008 BUDGET	FY 2009 FINAL
ARTS, CULTURE, AND COMMUNITY FESTIVALS				
ORGANIZATIONAL SUPPORT				
118	San Diego Model Railroad Museum, Inc.	\$ 44,448	\$ 70,036	\$ 45,827
119	San Diego Museum Council	\$ 9,948	\$ 10,266	\$ 9,755
120	San Diego Museum of Art	\$ 386,863	\$ 380,483	\$ 359,345
121	San Diego Museum of Man	\$ 140,164	\$ 165,488	\$ 160,216
122	San Diego Natural History Museum/San Diego Society of Natural History	\$ 357,735	\$ 400,932	\$ 409,734
123	San Diego New Music	\$ 1,709	\$ -	\$ -
124	San Diego Opera Association	\$ 456,415	\$ 462,172	\$ 451,733
125	San Diego Performing Arts League	\$ 49,477	\$ 50,364	\$ -
126	San Diego Repertory Theatre	\$ 188,857	\$ 176,860	\$ 166,033
127	San Diego Symphony Orchestra Association, Inc.	\$ 455,285	\$ 458,774	\$ 447,265
128	San Diego Theatre, Inc.	\$ -	\$ 7,581	\$ 10,201
129	San Diego Water Color Society	\$ -	\$ 10,321	\$ 12,909
130	San Diego Women's Chorus	\$ 4,538	\$ 4,996	\$ 5,258
131	San Diego Young Artists Music Academy, Inc.	\$ 15,143	\$ 14,740	\$ 15,437
132	San Diego Young Artists Symphony Orchestra	\$ 8,084	\$ 10,706	\$ 9,897
133	San Diego Youth Symphony and Conservatory	\$ 50,600	\$ 59,455	\$ 65,972
134	Save Our Heritage Organization	\$ 44,414	\$ 64,221	\$ 60,259
135	Sledgehammer Theatre	\$ 18,447	\$ 13,769	\$ 9,079
136	Spreckels Organ Society	\$ 29,383	\$ 29,199	\$ 24,707
137	Sushi Visual and Performing Arts, Inc.	\$ 16,450	\$ 23,012	\$ 20,479
138	The Old Globe Theatre	\$ 494,426	\$ 469,351	\$ 463,355
139	Veteran's Memorial Center/Veteran's Museum and Memorial Center	\$ 21,350	\$ 26,953	\$ 25,748
140	Westwind Brass	\$ 31,892	\$ 26,889	\$ 14,389
141	Women's History Museum and Educational Center	\$ 6,640	\$ 7,500	\$ 9,000
142	WorldBeat Center/African Market and Drum Festival	\$ 18,531	\$ 23,330	\$ 26,482
143	Young Audiences of San Diego	\$ 23,104	\$ 28,362	\$ 42,007
SUBTOTAL ORGANIZATIONAL SUPPORT		\$ 6,449,181	\$ 6,449,183	\$ 6,449,183
OTHER				
144	Arts, Culture, and Community Festivals Program Administration	\$ 877,762	\$ 915,767	\$ 945,855
145	Mayor/City Council Allocations	\$ 72,900	\$ 220,000	\$ 220,000
146	Public Art Fund	\$ 30,000	\$ 30,000	\$ 30,000
SUBTOTAL OTHER		\$ 980,662	\$ 1,165,767	\$ 1,195,855
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS		\$ 7,854,958	\$ 8,050,166	\$ 8,070,156
CAPITAL IMPROVEMENTS				
CAPITAL IMPROVEMENTS				
147	Balboa Park/Mission Bay Park Improvements	\$ 6,948,990	\$ 6,949,448	\$ 6,955,219
148	Convention Center Complex	\$ 9,541,886	\$ 9,702,435	\$ 15,628,553
149	New Convention Facility	\$ 4,339,198	\$ 4,339,198	\$ 4,339,198

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2007 BUDGET	FY 2008 BUDGET	FY 2009 FINAL
CAPITAL IMPROVEMENTS				
CAPITAL IMPROVEMENTS				
150	PETCO Park	\$ 19,269,265	\$ 14,107,374	\$ 12,727,447
151	Trolley Extension Reserve	\$ 4,079,172	\$ 4,079,882	\$ 4,008,096
SUBTOTAL CAPITAL IMPROVEMENTS		\$ 44,178,511	\$ 39,178,337	\$ 43,658,513
TOTAL CAPITAL IMPROVEMENTS		\$ 44,178,511	\$ 39,178,337	\$ 43,658,513

ECONOMIC DEVELOPMENT PROGRAMS

CITYWIDE ECONOMIC DEVELOPMENT				
152	Accessible San Diego	\$ 65,039	\$ 65,039	\$ -
153	California State Games	\$ 15,427	\$ 15,427	\$ -
154	Elite Racing/Rock N Roll Marathon	\$ 19,519	\$ 19,519	\$ -
155	San Diego Bowl Game Association/Pacific Life Holiday Bowl	\$ 391,137	\$ 391,137	\$ -
156	San Diego Convention and Visitors Bureau	\$ 8,830,411	\$ 8,830,411	\$ -
157	San Diego Crew Classic/Rowing Regatta	\$ 4,648	\$ 4,648	\$ -
158	San Diego Film Commission	\$ 661,817	\$ 661,817	\$ -
159	San Diego Hall of Champions	\$ 75,000	\$ 75,000	\$ -
160	San Diego International Sports Council	\$ 145,800	\$ 145,800	\$ -
161	San Diego North Convention and Visitors Bureau	\$ 380,903	\$ 380,903	\$ -
162	San Diego Regional Economic Development Corporation	\$ 1,013,766	\$ 619,150	\$ 619,150
163	San Diego World Trade Center/Local Access to Global Markets	\$ 114,271	\$ 69,790	\$ 69,790
SUBTOTAL CITYWIDE ECONOMIC DEVELOPMENT		\$ 11,717,738	\$ 11,278,641	\$ 688,940

ECONOMIC DEVELOPMENT AND TOURISM SUPPORT				
164	ACCION San Diego	\$ 37,944	\$ -	\$ -
165	Asian Business Association San Diego	\$ -	\$ 33,654	\$ -
166	Business Improvement District Council	\$ 53,000	\$ 41,750	\$ -
167	Citizen Diplomacy Council of San Diego	\$ 34,406	\$ 39,658	\$ 42,586
168	City Heights Community Development Corporation	\$ 48,766	\$ 33,786	\$ 40,669
169	Food and Beverage Association of San Diego	\$ 27,417	\$ -	\$ -
170	Hostelling International-American Youth Hostels	\$ 45,175	\$ 50,466	\$ 46,102
171	International Rescue Committee	\$ -	\$ 45,068	\$ 40,669
172	Japan Society of San Diego and Tijuana	\$ 18,761	\$ 36,641	\$ 27,644
173	Lawrence Family Jewish Community Center	\$ -	\$ -	\$ 46,102
174	Mabuhay Alliance	\$ -	\$ -	\$ 32,384
175	Old Town San Diego Chamber of Commerce	\$ 14,060	\$ 18,370	\$ 15,600
176	Otay Mesa Chamber of Commerce	\$ 43,368	\$ 45,068	\$ 46,102
177	Promote La Jolla, Inc.	\$ 36,140	\$ 37,575	\$ 30,000
178	San Diego County Hispanic Chamber of Commerce	\$ 43,368	\$ -	\$ 46,102
179	San Diego East Visitors Bureau	\$ 52,531	\$ 40,623	\$ 44,439
180	South County Economic Development Council	\$ 36,035	\$ 39,671	\$ 40,669

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2007 BUDGET	FY 2008 BUDGET	FY 2009 FINAL
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ECONOMIC DEVELOPMENT PROGRAMS

ECONOMIC DEVELOPMENT AND TOURISM SUPPORT

181	Travelers Aid Society of San Diego	\$ 48,766	\$ 53,974	\$ 40,669
SUBTOTAL ECONOMIC DEVELOPMENT AND TOURISM SUPPORT		\$ 539,737	\$ 516,304	\$ 539,737

OTHER

182	Business Expansion, Attraction and Retention (formerly City of San Diego/Economic Development)	\$ 375,829	\$ 375,829	\$ 395,829
183	Economic Development Program Administration (formerly Economic Development and Tourism Support Administration)	\$ 50,805	\$ 178,450	\$ 178,450
SUBTOTAL OTHER		\$ 426,634	\$ 554,279	\$ 574,279
TOTAL ECONOMIC DEVELOPMENT PROGRAMS		\$ 12,684,109	\$ 12,349,224	\$ 1,802,956

MAJOR EVENTS

MAJOR EVENTS

184	Major Events Revolving Fund	\$ -	\$ 38,462	\$ 21,014
SUBTOTAL MAJOR EVENTS		\$ -	\$ 38,462	\$ 21,014
TOTAL MAJOR EVENTS		\$ -	\$ 38,462	\$ 21,014

SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES

SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES

185	Balboa Park Centennial	\$ -	\$ 150,000	\$ 150,000
186	Discretionary Transient Occupancy Tax Support to General Fund	\$ -	\$ 10,579,289	\$ 16,257,968
187	Horton Plaza Theatre Foundation	\$ 385,000	\$ 385,000	\$ 385,000
188	Mission Trails Regional Park Foundation, Inc.	\$ 36,450	\$ 36,450	\$ 36,450
189	QUALCOMM Stadium	\$ 5,500,000	\$ 6,445,000	\$ 10,852,504
190	Regional Park Safety Program	\$ 88,726	\$ 92,642	\$ 92,642
191	Transient Occupancy Tax (TOT) Payment Audit	\$ 69,109	\$ 69,109	\$ 391,356
192	Transient Occupancy Tax Administration and Promotional Activities	\$ 295,691	\$ 166,834	\$ 7,725,433
193	Special Events Department	\$ -	\$ -	\$ 645,851
SUBTOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES		\$ 6,374,976	\$ 17,924,324	\$ 36,537,204
TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES		\$ 6,374,976	\$ 17,924,324	\$ 36,537,204

SUMMARY

	FY 2007 BUDGET	FY 2008 BUDGET	FY 2009 FINAL
ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 7,854,958	\$ 8,050,166	\$ 8,070,156
CAPITAL IMPROVEMENTS	\$ 44,178,511	\$ 39,178,337	\$ 43,658,513
ECONOMIC DEVELOPMENT PROGRAMS	\$ 12,684,109	\$ 12,349,224	\$ 1,802,956

Special Promotional Programs

SUMMARY	FY 2007 BUDGET	FY 2008 BUDGET	FY 2009 FINAL
MAJOR EVENTS	\$ -	\$ 38,462	\$ 21,014
SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 6,374,976	\$ 17,924,324	\$ 36,537,204
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 71,092,554	\$ 77,540,513	\$ 90,089,843

Expenditures by Category

	FY 2007 BUDGET	FY 2008 BUDGET	FY 2009 FINAL
PERSONNEL			
Salaries & Wages	\$ 468,298	\$ 486,197	\$ 704,771
Fringe Benefits	\$ 226,757	\$ 250,659	\$ 355,161
SUBTOTAL PERSONNEL	\$ 695,055	\$ 736,856	\$ 1,059,932
NON-PERSONNEL			
Supplies & Services	\$ 70,337,147	\$ 76,753,076	\$ 88,703,843
Information Technology	\$ 51,230	\$ 58,193	\$ 315,811
Energy/Utilities	\$ 8,122	\$ 4,723	\$ 8,457
Equipment Outlay	\$ 1,000	\$ 1,000	\$ 1,800
SUBTOTAL NON-PERSONNEL	\$ 70,397,499	\$ 76,816,992	\$ 89,029,911
TOTAL	\$ 71,092,554	\$ 77,553,848	\$ 90,089,843

Salary Schedule

TRANSIENT OCCUPANCY TAX FUND

Special Events

<i>Class</i>	<i>Position Title</i>	<i>FY 2008 Positions</i>	<i>FY 2009 Positions</i>	<i>Salary</i>	<i>Total</i>
1776	Public Information Clerk	0.00	1.00	\$ 37,688	\$ 37,688
2270	Program Manager	0.00	2.00	\$ 89,148	\$ 178,295
	Ex Perf Pay-Unclassified	0.00	0.00	\$ -	\$ 3,191
	Total	0.00	3.00		\$ 219,174

Commission for Arts and Culture

<i>Class</i>	<i>Position Title</i>	<i>FY 2008 Positions</i>	<i>FY 2009 Positions</i>	<i>Salary</i>	<i>Total</i>
1107	Administrative Aide II	1.00	1.00	\$ 50,492	\$ 50,492
1218	Assoc Management Analyst	2.00	2.00	\$ 64,335	\$ 128,670
1769	Public Art Program Administrator	2.00	2.00	\$ 78,079	\$ 156,158
1876	Executive Secretary	1.00	1.00	\$ 52,008	\$ 52,008
2268	Executive Director	1.00	1.00	\$ 97,488	\$ 97,488
	Temporary Help	0.00	0.00	\$ -	\$ 781
	Total	7.00	7.00		\$ 485,597

Transient Occupancy Tax Fund Total 7.00 10.00 \$ 704,771

SPECIAL PROMOTIONAL PROGRAMS TOTAL 7.00 10.00 \$ 704,771

Special Promotional Programs

Revenue and Expense Statement (Non-General Fund)

TRANSIENT OCCUPANCY TAX FUND 10220

	FY 2007* BUDGET	FY 2008* BUDGET	FY 2009 FINAL
BEGINNING BALANCE AND RESERVE			
Prior Year Reserve for Encumbrances	\$ 5,515,777	\$ 4,641,193	\$ 5,120,323
TOTAL BALANCE	\$ 5,515,777	\$ 4,641,193	\$ 5,120,323
REVENUE			
Grants and Other Revenue	\$ 112,997	\$ 112,997	\$ 200,000
Redevelopment Agency Loan Repayment	\$ -	\$ -	\$ 7,500,000
Transfer from General Fund	(1) \$ 4,731,181	\$ -	\$ -
Transient Occupancy Tax	\$ 66,238,724	\$ 77,440,851	\$ 82,389,843
TOTAL REVENUE	\$ 71,082,902	\$ 77,553,848	\$ 90,089,843
TOTAL BALANCE AND REVENUE	\$ 76,598,679	\$ 82,195,041	\$ 95,210,166
OPERATING EXPENSE			
Operating Expense	\$ 21,314,934	\$ 21,213,651	\$ 19,269,844
Transfer to Balboa Park/Mission Bay Park Improvement	\$ 6,948,990	\$ 6,949,448	\$ 6,955,219
Transfer to Convention Center Complex Fund	\$ 9,541,886	\$ 9,702,435	\$ 15,628,553
Transfer to General Fund	\$ 69,109	\$ 10,648,398	\$ 16,257,968
Transfer to Major Events Revolving Fund	\$ -	\$ 38,462	\$ 21,014
Transfer to New Convention Facility Fund	\$ 4,339,198	\$ 4,339,198	\$ 4,339,198
Transfer to PETCO Park Fund	\$ 19,269,265	\$ 14,107,374	\$ 12,727,447 (2)
Transfer to Public Art Fund	\$ 30,000	\$ 30,000	\$ 30,000
Transfer to QUALCOMM Stadium	\$ 5,500,000	\$ 6,445,000	\$ 10,852,504
Transfer to Trolley Extension Reserve Fund	\$ 4,079,172	\$ 4,079,882	\$ 4,008,096
TOTAL OPERATING EXPENSE	\$ 71,092,554	\$ 77,553,848	\$ 90,089,843
TOTAL EXPENSE	\$ 71,092,554	\$ 77,553,848	\$ 90,089,843
RESERVE			
Reserve	\$ 5,506,125	\$ 4,641,193	\$ 5,120,323
TOTAL RESERVE	\$ 5,506,125	\$ 4,641,193	\$ 5,120,323
TOTAL RESERVE	\$ 5,506,125	\$ 4,641,193	\$ 5,120,323
BALANCE	\$ -	\$ -	\$ -
TOTAL EXPENSE, RESERVE AND BALANCE	\$ 76,598,679	\$ 82,195,041	\$ 95,210,166

* At the time of publication audited financial statements for Fiscal Year 2007 were not available. Therefore, the Fiscal Years 2007 and 2008 columns reflect final budget amounts from the Fiscal Year 2007 and 2008 Annual Budgets. As such, balances and reserves do not reflect carryover from the previous fiscal year.

(1) All sales tax is budgeted directly in the General Fund.

(2) The transfer to the PETCO Park Fund includes \$7.5 million in funding from the Redevelopment Agency loan repayment.